



If you're looking for an
MS-DOS-compatible personal computer,
Apple has something that may surprise you.

Macintosh/MS-DOS Compatibility



Macintosh. The most compatible personal computer.

MS-DOS compatibility means different things to different people. For some, it's the ability to run MS-DOS applications. For others, it's the ability to use different applications to work with the same file. And for many people, it's simply the ability to use the same floppy disks in different computers.

But no matter how you define compatibility, we have some important information for you:

Macintosh is compatible with MS-DOS (and Windows, too).

With applications, data files, printers, networks, and other personal computers. Just like any MS-DOS or Windows-compatible system, from name-brand PCs to mail-order clones.

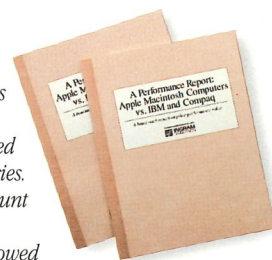
Which means that if you want to, you can use a Macintosh to run your favorite programs, including Lotus 1-2-3 and WordPerfect. In fact, virtually any MS-DOS application you may have—whether it's an off-the-shelf best-seller or a custom-written, in-house program—will run on an Apple Macintosh personal computer, from the affordable Macintosh Classic to the versatile Macintosh PowerBook 170 to the powerful Macintosh Quadra 950.

In this brochure, we'll give you some examples of how Macintosh is compatible with MS-DOS and Windows. We'll show you how Macintosh works with what you're using now—from the programs you use to the networks you have to the data files you depend on every day.

The fact is, Macintosh is compatible with virtually every part of your organization, including your PCs, your printers, and your peripherals. Not to mention your people.

The test results are in.

A benchmark performance comparison of Macintosh computers and competitive systems running Microsoft Windows 3.0 was completed in March 1992 by Ingram Laboratories. The study, which measured the amount of time each computer required to complete a series of typical tasks, showed that Macintosh computers generally outperformed the comparable competitive personal computers that were tested. For example, the Macintosh Quadra 700 outperformed similarly configured IBM and Compaq 80486-based computers operating at 33 MHz. And the Macintosh PowerBook 140 and 170 outperformed every notebook computer tested—including 80386-based systems running at 20 MHz. For a free copy of the study, call 008 025 355.



Every drive a SuperDrive.

In the world of MS-DOS, Windows, and OS/2, you can use different kinds of floppy disks to store your files. One of the features that makes Macintosh compatible is the Apple SuperDrive, a floppy disk drive that can read from and write to 3.5-inch Macintosh, MS-DOS, OS/2, and Windows floppy disks. The SuperDrive is standard with all current Macintosh models.

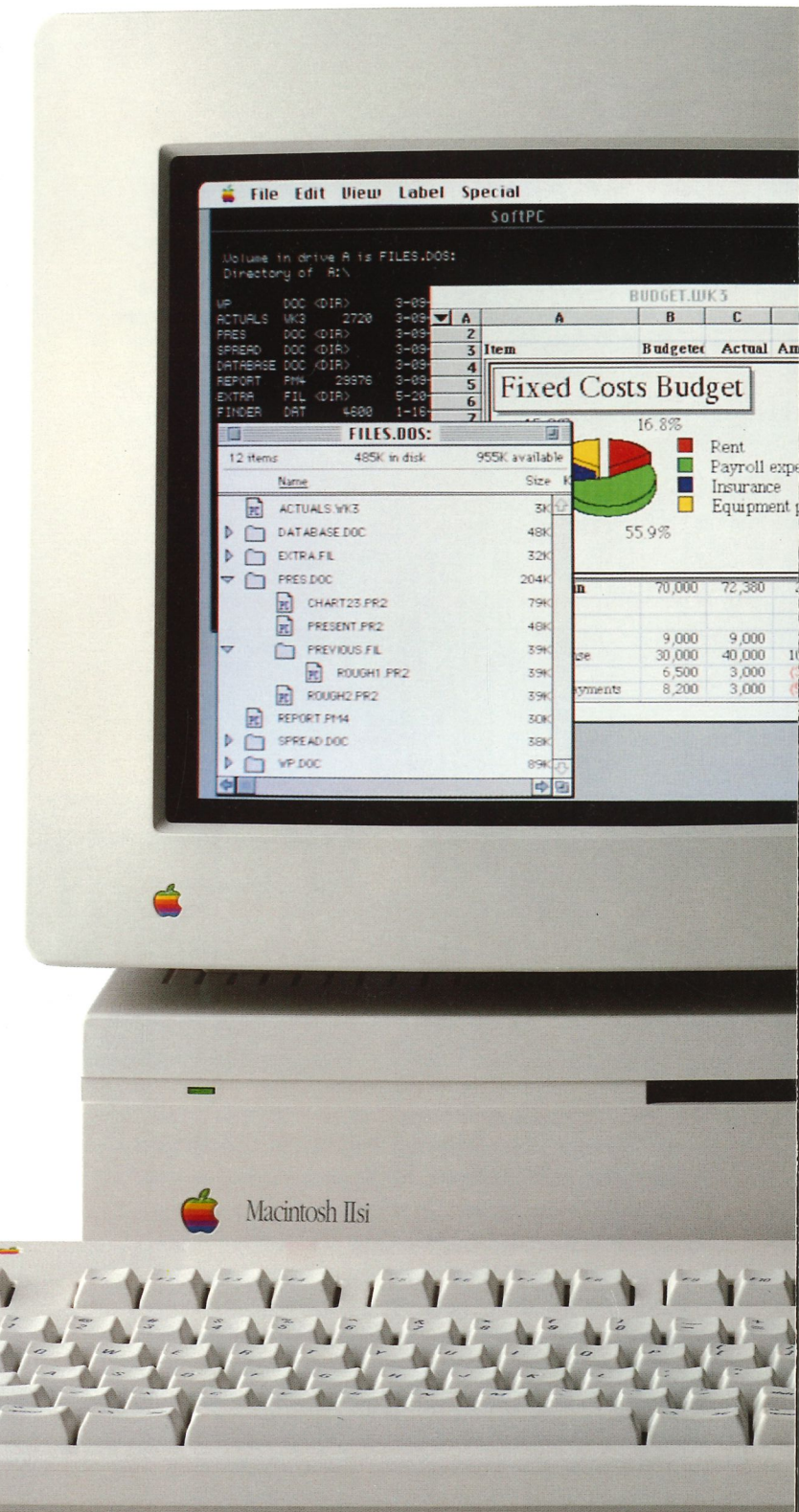


Share and share alike.

With Apple's Macintosh PC Exchange software, Macintosh users can work with files stored on 3.5-inch MS-DOS and Windows floppy disks. Now you can move files from a PC to a Macintosh—and back again—as easily as you can move files between two Macintosh computers. The contents of the MS-DOS or Windows disk are displayed in a window on the screen, just as with any Macintosh disk. Files and subdirectories appear as standard Macintosh documents and folders, and they can be opened, saved, renamed, moved, copied, and deleted just like documents and folders on Macintosh disks.

MS-DOS in a Macintosh.

Every Macintosh can be configured to run MS-DOS applications via software or hardware. For example, SoftPC from Insignia Solutions, distributed by CoNeXus, emulates the operation of an MS-DOS personal computer completely in software (as shown in the screen on the right). Or you can use RunPC software from Argosy Software, distributed by MacDirect, which allows you to run any MS-DOS program that's on your PC directly from your Macintosh—via a local area network or a modem. The program will appear in a window on your Macintosh screen. On the hardware side, Orange Micro has put an entire 80386-based system on a single card, which fits inside Macintosh computers that have a NuBus slot. The Orange386 card lets you run MS-DOS or Windows programs on your Macintosh at full 80386 speed, and is available through Allaw Technologies.



How Macintosh gives new meaning to the word “compatibility.”

For some people who are in the market for a personal computer, getting a “compatible” computer is enough. But the truth is, some personal computers offer you much more than just compatibility.

We'll show you what we mean.

Macintosh personal computers are compatible with many of the applications, printers, and networks you're already using. On these pages, you'll see some examples of that compatibility—along with the additional advantages you'll have when your compatible is a Macintosh.

To start with, Macintosh computers are powerful. They outperform competing systems when running comparable graphical applications.*

In addition, you'll have thousands of Macintosh applications to choose from. Not only word process-

ing, spreadsheet, and database packages, but also programs for accounting and personal finance, education and instruction, publishing and presentations, networking and communications, graphics and multimedia, design and modelling, and more.

Every Macintosh computer has built-in AppleTalk networking capabilities and comes with file-sharing software. Every Macintosh also has a built-in LocalTalk port. Which means that connecting Macintosh computers to share printers or files is as simple as plugging in a connector—and there's no need for a dedicated file server.

Apple also makes it easy to move from one Macintosh system to another. For example, you might start with the affordable Macintosh Classic II or Macintosh LC II. When your needs change, you

can move up to the advanced performance and expansion capabilities of a Macintosh IIcx or a Macintosh Quadra 950. And if your work takes you on the road, you can take advantage of one of our Macintosh PowerBook computers. Your applications and peripherals—including printers, file servers, scanners, disk drives, and CD-ROM drives—will work with your new Macintosh just as you'd expect them to.

With System 7, the latest advance in Macintosh system software, we've made Macintosh even easier to use. We've also added powerful new capabilities that make it easier for people to work together.

So take a look at the information on these pages. We think you'll see what we mean.

*Based on performance data from the study by Ingram Laboratories (March 1992).

Do you use a spreadsheet program such as Lotus 1-2-3?

Many spreadsheet applications available for Apple Macintosh computers can open your Lotus 1-2-3 files directly. You can use these Macintosh programs to analyse and work with your data, as well as to create high-impact charts and graphs, which can in turn be pasted into reports, presentations, and proposals. And if you're creating a new spreadsheet on a Macintosh, you can save it in a format that can be read by people using the MS-DOS version of Lotus 1-2-3.

Macintosh spreadsheet applications that can work with 1-2-3 files include Lotus 1-2-3 for Macintosh (shown above), Microsoft Excel 3.0, Informix Wingz, and Claris Resolve.

Do you use a word processing program such as WordPerfect?

Many Macintosh word processing programs (including WordPerfect 2.1, shown above) can open documents created with MS-DOS and Windows word processing programs. Virtually all of the formatting attributes—such as margins, tabs, boldface, underlining, and footnotes—remain intact. These programs can also save documents in various formats that can be read by MS-DOS and Windows word processors.

Once you've opened the document, you can take advantage of the advanced capabilities of Macintosh word processing programs, including the ability to work with virtually unlimited type sizes and styles, copy and paste information (including QuickTime movies), and integrate charts and graphics.

Do you use a database program such as dBASE III or IV?

FoxBASE+/Mac (shown above) is one of the Macintosh database applications that can work with dBASE III Plus and dBASE IV files, including source programs (.PRG), databases (.DBF), and format files (.FMT). You can easily import dBASE files into FoxBASE+/Mac, where you can use interface development tools to make the information easier to work with. In a network environment with both Macintosh and MS-DOS computers, dBASE files residing on a Novell file server can be accessed and modified by both kinds of systems simultaneously.

Other Macintosh applications that can import dBASE or dBASE-compatible files include Claris FileMaker Pro, ACIUS 4th Dimension from TQD, Omnix 7 from Blyth Software, available through Solutions (Qld), and Odesta Double Helix from Mercadier.



1. The Macintosh Finder gives you powerful, easy-to-use options for organizing, viewing, and working with folders, documents, and applications—whether you're working with files on your Macintosh, on a file server, or on an MS-DOS floppy disk. A comprehensive Find command locates the file you're looking for and displays it in a window. And for people who are more comfortable working with a keyboard than with a mouse, keyboard equivalents are available for virtually all Macintosh commands.



2. Balloon Help provides interactive help while you work. Turn on this feature and point to any item on the screen—a menu command, an icon, or other object—and a balloon will appear, describing the item and what it does. Balloon Help is especially useful for learning new applications or quickly reviewing applications you haven't used for a while.



3. QuickTime technology allows your Macintosh to enter a whole new dimension of sight, sound, and motion. With QuickTime installed in your Macintosh, applications designed to support it can work with dynamic QuickTime “movies”—digital video sequences, animations, and sound files—as easily as they work with text and graphic images now. An additional feature of QuickTime is its ability to compress video sequences and still images to a fraction of their original file size.



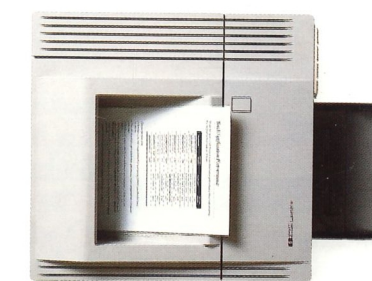
4. File sharing allows you to provide other Macintosh and MS-DOS users on your network with access to information stored on your Macintosh. You can set passwords and other security features so that only specific individuals and groups can see your files and work with them. And the best part is that you don't need a dedicated file server.



5. Multitasking speeds your work by letting you keep several applications open at the same time, and switch between them with a click of the mouse. Keeping multiple applications open makes it quicker and easier to copy and paste information between them. System 7 also supports background processing, so that while you're working in one application, the Macintosh can take care of additional tasks at the same time—such as recalculating a spreadsheet, printing a document, and downloading a file from an information service.



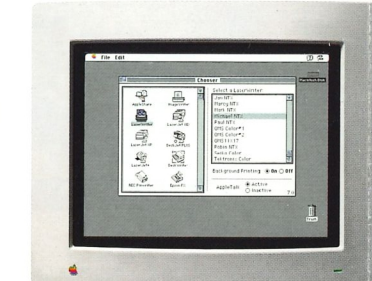
6. Publish and subscribe goes beyond “cut and paste” to allow automatic document updating. You can “publish” any part of a document, such as a paragraph, a graphic, a chart, or a range of spreadsheet cells. Then, from another document—even one created by a different application—you or other users can “subscribe” to the original information. Any change you make to the information will appear automatically in the other documents, even across a network.



Do you use a printer such as the HP LaserJet?

If you have a Hewlett-Packard LaserJet or compatible printer, you can use Insight Development's MacPrint software, distributed by CoNeXus, and the supplied cable to connect it to a Macintosh computer. The package contains printer drivers for various printers, including the HP LaserJet+, II, IIfx, IIP, III, and IIIfx and the HP DeskJet. If you have an ink-jet, dot-matrix, or daisywheel printer, you can purchase printer drivers from GDT Softworks for such printers as the HP ThinkJet, Epson FX, and NEC PinWriter.

To select the printer you want to use, all you have to do is open the Macintosh Chooser and click the printer's icon. The Macintosh application you are working with, whether it's a word processor or a spreadsheet, will send the document to this printer automatically when next you want to print.



Do you use Novell NetWare?

Novell NetWare is one of the recognised standards for networking personal computers. NetWare also fully supports the AppleTalk network system, which means that getting a Macintosh to share information with a PC is easier than you might expect. To start, you make a physical connection between the Novell network and the Macintosh computers you want to add. Then you install the NetWare for Macintosh software on the server.

With NetWare version 2.2, you can easily share files and resources, such as printers, with MS-DOS, Windows, and OS/2 users. If you're using NetWare version 3.11 or later, you can share files with MS-DOS, Windows, OS/2, and UNIX users. Through NetWare SAA, you can even connect to mainframe systems, and retrieve information from SQL databases using Apple's Data Access Language.



Do you use a local area network?

Every Apple Macintosh computer has the “plug and play” networking capabilities provided by the AppleTalk network system. This allows Macintosh computers to be used in any environment, from a small departmental workgroup to a high-performance, facility-wide internet. AppleTalk is easy to use, and you can build a flexible, powerful multi-vendor networking environment around it.

For example, the Apple Token Ring 4/16 NB Card allows any Macintosh computer with a NuBus slot to connect to IBM and other IEEE 802.5-compatible Token Ring networks. The Apple Ethernet NB Card allows Macintosh computers with a NuBus slot to connect directly to 802.3 Ethernet networks. The Ethernet card can be used either with thin coaxial cable or with thick coaxial or twisted-pair cable (using external transceivers). And it supports a variety of networking protocols, including TCP/IP.

What more can we tell you?



Macintosh Classic, Classic II, LC II, IIsi, and IIfx

We could start by telling you about our family of Macintosh computers, from which you can choose the Macintosh that meets your performance needs and your budget. The photographs on this page show the complete Macintosh family. The Macintosh Classic and Classic II offer the traditional Macintosh advantages in a system with an integrated monitor and built-in networking. The Macintosh LC II is our most affordable colour Macintosh. The Macintosh IIsi and IIfx offer a range of performance and expandability.

The Macintosh Quadra 700 and 950 are the highest-performance Macintosh computers ever made. And the Macintosh PowerBook 100, 140, and 170 are small and light enough to take anywhere, so you can work wherever and whenever you want.

We could also tell you about the one-year limited warranty that comes with all Apple hardware products. And about the wide variety of service, support, and training options available from Apple, authorised Apple Resellers, authorised Apple University Consortiums, and other third-party partners.



Macintosh Quadra 700 and 950



Macintosh PowerBook 100, 140, and 170

Whether you're an individual Macintosh user or an information systems manager responsible for hundreds of users, you'll find products and services that meet your needs, including self-help tools and utilities, technical hotlines, training centers, user groups, and consultant services.

We could also tell you about our financing options. See your authorized Apple reseller for more information on these programs. Or we could simply tell you where to see Macintosh in action. For the name of the authorised Apple reseller or representative in your area, call 008 025 355.

Because there's no telling where Macintosh can take you.

Apple Computer Australia Pty. Limited
ACN 002 510 054
16 Rodborough Road
Frenchs Forest NSW 2086
02 452 8000

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